



Shape Borrowing

As Ideation Technique

6.3 Techniques for Generating Ideas

- The shape or form of one object can sometimes inspire the design of a totally different product.

6.3 Techniques for Generating Ideas

- Nature can inspire us with new ideas.

Video on Shape Borrowing

- [Watch](http://www.evideo.edu.sg/vat_programme.asp?id=6&cat=1&level=Secondary)
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6.3 Techniques for Generating Ideas

- Aesthetics is about look and feel of a product.
- Aesthetics of a product is just as important as its function.

6.3 Techniques for Generating Ideas

- The shape or form of a product can portray an emotion.

Shape Borrowing Practice

1. Using a marker, “borrow” a portion of the fruit outline.
2. Manipulate the shape into a product

